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hands on

CONNECTING
MASSAGE PROFESSIONALS

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reaching out

HOW YOUR FELLOW MEMBERS ARE TOUCHING THEIR COMMUNITIES WITH COMFORT

the newsletter of the american massage therapy association

handson®
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NOV • DEC 07

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PRESIDENT'S LETTER

Dear Fellow AMTA Ambassadors,

Since our recent national convention in Cincinnati, where we highlighted our history as ambassadors, I consider how much the massage therapy landscape has changed since some of our long-term members joined AMTA. It makes me wonder what AMTA and the profession will look like in 20 years to someone who is a new member today.

AMTA has a dynamic vision for the future of the profession. It's called a "vivid description," and can be broken down into several concepts that describe how the massage profession will look in 10 to 30 years, when AMTA has been successful in achieving its goals. The main concepts that make up this vision are that:

- AMTA will be a trusted global resource for information about massage therapy and current research.
- Being a member of AMTA will reflect the highest in ethical behavior and professional competency, and members will be seen as trusted professionals at the forefront of their profession by employers and consumers.
- Evidence-based research will dictate massage therapy practices, and massage therapy will be expanded to all practice settings.
- There will be accreditation of massage therapy institutions and programs by agencies specializing in massage therapy that are recognized by the U. S. Department of Education.
- All states will have fair and consistent legislation and licensing, and there will be portability of credentials across state lines.

AMTA works to cultivate the association's core, which is a nurturing community of professionals working together to create the best possible future for all massage therapists.

By supporting and fostering excellence in education, service and leadership, professional standards and fair regulation of massage, AMTA volunteer members—including your board of directors—and staff are striving to realize a vision of the future that advances the best economic, practice and lifestyle interests of massage professionals.

AMTA is different because it is a not-for-profit, member-driven association. We embrace and rely on our volunteer workforce to support excellence through education and leadership. Through our chapters we represent our diverse and nurturing community.

I encourage you to be an active part of AMTA, to be an ambassador for AMTA, by living these values and sharing our vision to advance the profession for all. And, please continue to share your comments and constructive feedback with me at **DrLeena@amtamassage.org.**

Proud to be an AMTA member,

Leena S. Guptha, DO

MISSION: To serve AMTA members while advancing the art, science and practice of massage therapy.

Maureen Moon (CO) and Jackie Binette Davis (RI) are just two of many AMTA Professional members who are reaping the benefit of their locator service practice listings. Sign up today to help clients find you!

PHOTOGRAPHY © ROBB D. COHEN/ROBBSPHOTOS.COM

Testament to Success

Did you know that *AMTA's Find a Massage Therapist*® national locator service receives an average of 52,000 searches from consumers looking for qualified massage therapists every month? That's more than half a million searches a year! And members across the country are sharing their stories with us on how the locator service has brought them new clients. Here are just two of their testimonials:

• Jackie Binette Davis (RI) received a call from a woman who was looking for someone to replace her massage therapist who had moved away. The prospective client booked two appointments, one for herself and one for her husband. As a result of their initial appointment, both the husband and wife have become regular clients. "The locator service allowed her to find me and she and her husband have become loyal clients ever since," says Davis.

• Across the country, Maureen Moon (CO) also received a phone call from someone who found her listing in AMTA's locator service. The call was from a sorority house on the campus of Colorado University. Sorority members were looking for a massage therapist to come to their house to give 15-minute massages to the stressed-out college students. Moon met all the sorority members and enjoyed helping them relax. The students were very appreciative of their 15 minutes of stress relief at the hands of Moon. "I made some great contacts, met some wonderful women and would be thrilled to be called back," says Moon.

Because of AMTA's promotion of the locator service, more consumers are using it to search for massage therapists, and that means more members are gaining new clients. It gives consumers an easy way to locate AMTA massage therapists in their area and gives AMTA members the chance to touch the lives of more people through the benefits of massage.

Do you have an interesting story about the locator service you'd like to share? We want to hear from you! Please contact Karla Karapetian at **kkarapetian@amtamassage.org**.

If you're a Professional Active member and want to be listed in the locator service, call Member Services toll-free at 877-905-2700, or visit the Members Section at **www.amtamassage.org/member** and select "Locator enrollment" from the menu on the left.

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History: The Pledge

By Patricia J. Benjamin, PhD

From the founding of AMTA in 1943 until 1989, every AMTA member was required to sign The Pledge. And every chapter was directed to read The Pledge annually to its members. Developed at the first meeting of the association, The Pledge outlined the ethical behavior expected of its members.

The Pledge contained five basic commitments. First was "to do all that I can to help those I am called upon to serve." Second was to uphold the "true meaning of my profession." Third was to conform my practice to "the teachings I have received" from my school. Fourth was to conduct myself so that I "earn the respect and confidence of all." And fifth was to encourage others to live up to professional standards. It ended with the statement, "To all the above principles I hereby pledge my sacred word of honor."

For many years The Pledge served as a reminder of what AMTA membership is all about. It was eventually incorporated into the current AMTA code of ethics.

>> www.amtamassage.org/about/codeofethics.html

PHOTOGRAPHY © ROBB D. COHEN/ROBBSPHOTOS.COM

AMTA Board at Work

Before this year's National Convention in Cincinnati, the AMTA Board of Directors met for their annual fall meeting on September 24–25. At this meeting, the board approved several agenda items to maintain the financial strength of the association and continue improvement of the experience for members who volunteer in many different roles.

The Chapter Experience

AMTA recognizes that a major part of a member's experience is through his or her chapter. For that reason, the board addressed several items to support chapters in providing services to members.

To assist chapters with the many new AMTA initiatives that are scheduled for implementation in the next two years, the board agreed to extend due dates on half of the initiatives. The board also decided to implement some new policies as guidelines, to allow time for feedback and refinement before implementing them as policies. These include guidelines for chapter websites and opt-in investment programs.

Job Descriptions

The board is committed to ensuring a clear understanding of roles and responsibilities for committees, commissions and appointed representatives, as part of its focus on AMTA culture.To help in this, the Governance Com mittee has been working with chapter and national volunteer leaders to create and revise job descriptions for key volunteer positions.

The board approved job descriptions for:

- The AMTA Council of Schools (COS) President;
- The COS Representative to the Academic Consortium for Complementary and Alternative Healthcare;
- The AMTA Representative to the American Medical Association's Current Procedural Terminology - Health Care Professional's Advisory Committee;
- The AMTA Board Representative to the Massage Therapy Foundation Board of Trustees.

Policy Clarifications

As part of AMTA financial policy, the board voted for changes to expand the number of national volunteers who are eligible for compensation and reimbursement. The board also approved policy that clarifies the time required for volunteers to submit expenses for reimbursement.

Finally, the board acted to keep the financial base of the association strong by approving changes to allow more diversification in AMTA investments. This change will be effective December 1, 2007.

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Proposed Bylaw Changes

AMTA gives you the opportunity to voice your thoughts on all proposed bylaw changes. Your comments are weighed by the board before any decisions are made. At its March 2008 meeting the board will again consider proposed bylaw changes. To read the proposed bylaw changes and offer your comments, visit **www.amtamassage.org/member/0907bylawnote.html.**

Board Self-Assessment

In 2006, the AMTA Board of Directors committed to improving their practices with national and chapter volunteers. Their focus has been on improving communications, planning and interactions.

As a result of action taken in fiscal year FY06/07, progress was made in all areas. Improvements continue to be made in FY07/08. Looking ahead to FY08/09, national and chapter leaders have asked the board to improve the way it makes policy and coordinates planning. The board approved this course at their September 2007 meeting.

As has been the practice with the board's self-assessment, the impact of the board's improvements will be measured in March 2008.

World Café

This year a new forum was used to consider a strategic issue facing AMTA. Throughout the National Convention, board members, chapter volunteers, members attending convention and AMTA staff joined in a series of roundtable discussions called the "World Café."

Discussion centered on the essential question of the right mix of quantity versus quality in AMTA member recruitment. Participants also shared ideas about how AMTA can grow and still foster quality in the association and the profession.

Information from the World Café will be given to the board to help them with future directions.

Build Your Practice Anytime

With all the time you spend working on your clients, running your business and taking care of yourself, you may be pressed for time to find new information for your practice. That's where AMTA can help.

AMTA's Professional Development Tips is a members-only section of AMTA's website, with more than 80 short articles to help you keep in touch with your career growth and business development skills. You can find tips under five main categories:

- The Massage Therapy & Bodywork Profession
- Launching Your Career
- Managing Your Practice
- Marketing Your Practice
- The Client Connection

All of the tips can be read easily in a few minutes. It's worth your time to check out this section often, because we're always adding new topics.

To get to the Professional Development Tips, go to **www.amtamassage.org** and click on either "Continuing Education" at the top of the page or "Massage Info Center" on the left, then scroll down to "Professional Development Tips." This page is only for members, so you'll need to log in with your member ID and password.

On the tips page, click on the category that interests you. A new window will pop up with the topics for that category. Then just choose the topic you'd like to learn more about.

Getting usable tips for your practice is just one more great reason to be an AMTA member!

FINGERPRINTS

The Sky's the Limit

Stephen Naylor (IL) is bringing the relief of massage to patients and their caregivers at St. Mary's Hospital in Decatur, Illinois. His program is called "MindBody," and in its first six months he estimates he's given more than 1,000 massages.

And his work has already expanded to two days a week in the cancer treatment facility at the hospital as well.

"I always wanted to work in a hospital," says Naylor, who graduated from Midwest Technical Institute in May 2006. "A hospital seems like a place that would be in need of a massage program for all the stresses. I wanted to reach out to staff, patient families and patients, as a holistic approach to treatment."

While he was still a student, Naylor contacted Heather Stearns, who maintains the Massage Information Center at the AMTA National Office. He asked her where to get information on hospital massage. "She got me information on a hospital massage network, and helped me with a lot of literature, including an outline of an oncology program," says Naylor.

Through contacts at Naylor's church, he met Theresa Rutherford, chief operating officer at St. Mary's. With the help he'd gotten from Stearns, says Naylor, "I was able to meet with Theresa and present to her on the mind-body connection." He's now a full-time employee of the hospital, its first—and currently only—massage therapist.

Naylor feels are there are two women at St. Mary's who are directly responsible for the program's success—his director, Marty Vigneri, and Valerie Jordan, director of the cancer center on the St. Mary's campus. "They make it easy to succeed," says Naylor.

"This is the first massage program for our hospital," says Vigneri. "We wanted staff to try it first, then bring this program to the families of patients. The trial period has been hugely successful—everyone is so impressed by Steve's professionalism and skill. The patients love it and staff does too."

The massage program has worked out so well, it will also be part of a new program the hospital is developing for people aged 55 and up, "to keep them well, healthy and independent," says Vigneri.

Naylor's services have also been called into use for cancer patients and their caregivers. "Patients have been very, very receptive to the massage program," says Jordan. "Sometimes people who aren't even scheduled to be in treatment on a given day will come just for massage with Steve."

"Their caregivers will get massage too, while patients are in treatment," adds Jordan. "They're usually the overlooked ones, taking care of patients day in and day out. And cancer is a very emotional time."

As the center grows, says Jordan, so will the massage program. "Steve is very professional, and he has such a gift." Jordan also thinks "the patients connect with him because of the hardships they're facing and the one he's faced."

Naylor lost his vision in 1986 when he was shot by an armed robber. Since then, says Naylor, "I've always worked with my hands. For many years I was a furniture maker, doing high-end woodworking, but it's difficult running your own business. I also wanted to try to address a spiritual component in my work. So, my wife and I came up with this plan. People have given me a lot since I lost my sight, and this is part of my way to give back."

"I get paid twice," says Naylor, "once with the money I receive and again in the satisfaction I get from my clients' relief." Asked what he thinks the future is for MindBody, he says, "The sky's the limit in a hospital. There's just so much need."

Stephen Naylor (IL) provides massage to a worker at the cancer center at St. Mary's Hospital in Decatur, Illinois. His massage program, called MindBody, currently offers only chair massage, but may grow to include full-body massage.

PHOTOGRAPH © VAL JORDAN

St. Mary's Hospital

St. Mary's is an affiliate of the Hospital Sisters Health System (HSHS), whose core values are respect, care, joy and competence. "It's a very warm, family-oriented hospital," says Stephen Naylor (IL), St. Mary's first on-staff massage therapist, "where it's not unusual for people to work for 30 years."

The mission of St. Mary's Hospital is to participate in the health care ministry of the Catholic Church. They commit their resources to provide a family-centered approach in meeting the health care needs of all people in the community and surrounding area, regardless of ability to pay.

"They really live their mission statement," says Naylor. "I feel like I was led to go there."

For more information:
www.stmarys-hospital.com
www.hshs.org/mission.htm

Massage Therapists Answer the Call

By Pete Reinwald

A call for help went out in April 2007 after a gunman killed 32 people and himself at Virginia Tech in Blacksburg, Virginia. Massage therapists answered in droves.

About 50 massage therapists volunteered their time and services during a more than three-week period after the shooting. The therapists are mostly from Virginia, but also traveled from as far away as California. They provided an estimated 600 to 800 massages to staff, faculty and students, says Tod Whitehurst, a massage therapist who works as a computer technician at Virginia Tech and coordinated the onsite massage therapy effort. Whitehurst says these numbers don't include therapists who volunteered on their own or through other coordinators.

"There is an innate human quality of wanting to help," Whitehurst says. "And I believe that is what was motivating people. They saw somebody in need, and they felt they needed to do something."

Jeff Schlatter (VA), of Charlottesville, says he wanted to help relieve stress. "I just knew that there would be a lot of stresses as a result of the shooting and that there would be a lot of people looking for stress relief, even the staff and counselors," he says.

Karen Binney (VA) of Charlottesville says, "I'm relatively new to the massage field. I wanted to be a part of giving relief, whether it was physical or emotional."

Others volunteered out of a sense of duty. Whitehurst says the volunteers also included alumni who felt they needed to do something for their alma mater.

And at least one volunteered because the tragedy hit awfully close to home. Maria Ambrose (VA), president of AMTA-Virginia's Shenandoah Unit, says she has two Korean-American stepdaughters who went to high school with the Virginia Tech shooter, Seung Hui Cho. "They used to come home and talk about this strange kid" and were troubled by him, Ambrose recalls. Ambrose says she felt "I had to go down there."

Whitehurst says the early volunteer effort, which started about three days after the shootings, largely involved local therapists working through the Southwest Virginia Massage Therapists' Association. Whitehurst is past president of this nonprofit group of professional massage therapists and students.

Lucia Kaestner (VA), AMTA Virginia Chapter president, says she got a call from Sean Terry (VA) of AMTA's Roanoke-based Shining Star Unit about the need for help in Whitehurst's effort. Kaestner says she then called all six Virginia chapter unit presidents. "And the e-mails started flooding in," Kaestner says.

The Virginia chapter had therapists onsite by the second week of the relief effort. The AMTA volunteers "really saved our bacon," Whitehurst says. "We were exhausted by that period. Quite frankly, without their help, the last week or two weeks of the response would not have happened."

Volunteers gave 15- to 20-minute massages at about 15 buildings on campus. If nobody was waiting in line, massages often lasted longer. Whitehurst asked therapists to work longer on the school counselors, who had closer relationships with students.

Coordination wasn't easy. For one thing, Whitehurst had to work around media traffic and road blocks set up throughout campus. For another, he often was left guessing how many therapists to send to different parts of the university. "It was probably the hardest thing I've ever done in my life," Whitehurst says. "I had to determine where to put people, where the need was and then try to coordinate everybody's schedule. Often times, I had to move people from one building to another because people were calling in saying 'Our department needs massages.' We would show up with eight massage therapists expecting to see 100 people needing a massage and have only 20 people show up. It meant running across campus and asking 'How many people do you have in line?'"

Cindy Janechild came away impressed with AMTA's volunteer members. Janechild is a registered nurse and a Zero Balancer who says she wouldn't have been able to volunteer hadn't it been for the AMTA chapter.

"The massage folks are well organized," Janechild says. "They dovetail with the Red Cross, Salvation Army and FEMA. Because that chapter was so well-organized and accommodating, I was just able to slip in and be productive. It would have been impossible had I been doing that myself."

Binney says she got to campus the week after the shootings and that few students were on campus by the time she arrived. She says some staff members still were deeply affected.

"Some of those staff people literally could not talk about it," Binney says. "It was still very emotional and very raw for them. But everyone was extremely appreciative of all the massages that therapists gave."

"There was a forced normalcy," says Ambrose. "On the first day I did a little acupressure. But I really wanted to get more into the emotional aspect of craniosacral. So that's what I did." As a result of her work, she says, "there were some that seemed lighter in the face—brighter in the face, not as heavy."

> *"Some of those staff people literally could not talk about it—it was still very emotional and very raw for them. But everyone was extremely appreciative of all the massages that therapists gave."*

For more information:

>> www.vt.edu

>> www.nrvmassage.com/swvmta/swvmta.htm

>> www.zerobalancing.com

Focus on the Profession: Licensure

In the latest of our series, Focus on the Profession, *we look at another cornerstone of massage therapy: licensure. Like the other issues we've explored–accreditation and certification–licensure strongly affects the way professionals go about their work and the way the public perceives it.*

WHAT IS LICENSURE?

Licensure is a government regulation that makes it illegal for people to practice in a profession unless they receive official permission—a license—to do so. In the United States, professions that affect the health and safety of the public are regulated by individual states, not by the federal government. Currently, not all states have licensure laws that apply to massage therapists.

To get a massage therapy license in a state that does regulate the profession, a therapist usually must complete a minimum number of hours of training with a state-approved education provider, pay a fee and pass a test. Many states also require a certain amount of continuing education each year in order to maintain the license.

HOW DOES LICENSURE HELP THE PROFESSION?

Licensing massage therapy protects both the public and practitioners.

For the public, a license shows that a therapist meets the state's definition of professional competency and ensures public safety by requiring certain standards from the profession. For practitioners, license regulations distinguish those who meet the licensure requirements from those who are not qualified to practice legally.

AMTA supports consistent massage therapy licensure regulations, because in time this should achieve overall portability of massage therapy credentials. Portability means that the education and training credentials of a licensed massage practitioner would be accepted when a practitioner moves to or practices in another state.

When AMTA surveyed its membership in November 2006, 88 percent said all massage therapists should be licensed to practice, and 92 percent said that all states should have identical or similar licensing laws. One-third of the therapists surveyed said they were dissatisfied with current licensing and regulation requirements.

AMTA is working to improve the current regulation of the profession through its centralized government relations strategy, which aims to achieve fair and consistent licensing in all states. This is AMTA's most important advocacy goal, and it will require a long-term commitment.

WHAT MAKES A GOOD LICENSING LAW?

AMTA supports massage therapy licensing laws that require the successful completion of a professional massage therapy program that includes at least 500 hours of in-class supervised training, which should have a comprehensive curriculum.

AMTA supports licensure that requires passing an examination that has met national accreditation standards and is administered by a U.S. Department of Education-recognized accrediting agency. The state's massage therapy regulatory board should also have powers and duties that are consistent with the regulation of other health care professions in the state.

For a full description of AMTA's Government Relations Program, please visit **www.amtamassage.org/government.**

THE STATE OF MASSAGE THERAPY LICENSURE TODAY

Today, 38 states and the District of Columbia have some form of massage therapy regulation, and legislation is pending in many other states. AMTA is actively promoting massage therapy licensure in every state. In each of the states where licensure legislation is under consideration, AMTA is working to educate the public and profession on the importance of statewide regulation.

To learn more about how to get involved with your chapter's legislative effort, contact Bill Brown, AMTA government relations director, at **bbrown@amtamassage.org.**

THE FINAL ARTICLE IN THIS SERIES WILL LOOK AT THE REMAINING CORNERSTONE OF THE MASSAGE THERAPY PROFESSION: RESEARCH.

Member Profile: Dolly Wallace

Dolly Wallace (MI) has practiced massage therapy in Muskegon, Michigan, full-time for more than 20 years. She's currently a member of AMTA's Government Relations Operational Committee, and has served on the AMTA Board of Directors. Her state is one of many in which licensure is being considered.

Wallace says licensure can help those starting out in the profession. "I've been very fortunate because I've built a reputation over many years, but new practitioners have to work hard to market themselves," she says. "With licensing, all consumers will know that we're well trained."

To Wallace, portability is an important concern. "It's a problem for some of our therapists who are near the Ohio state line," she notes. Ohio has licensure, and as long as Michigan does not, practitioners from Michigan are at a disadvantage.

Wallace advises her colleagues to get involved wherever they live—to stay informed and to work with AMTA to make a difference.

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handson in PDF

If you're looking for past articles or back issues of Hands On, you'll find them in the Members Section of the AMTA website. Download full issues in PDF by logging in at **www.amtamassage.org/member/handsonindex.html.**

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Foundation News

Student Case Report Published

Lindsay Phipps Eisensmith, the 2006 Gold Award Winner of the foundation's Student Case Report Contest, was recently published in the *Journal of Bodywork and Movement Therapies* (*JBMT*). Her winning report, "Massage Therapy Decreases Frequency and Intensity of Symptoms Related to Temporomandibular Joint Syndrome in One Case Study," can be found in the July 2007 issue of *JBMT*. The deadline to submit case reports for the fourth annual Student Case Report Contest is **March 1, 2008**. For more information please visit www.massagetherapyfoundation.org/contest.html.

2007 Foundation Grant Recipients

Research Grants

Patricia Janssen, University of British Columbia. "Massage Therapy and Labour Outcomes: a Randomized Controlled Trial," $19,984, *pending IRB approval;* **Vonda Jump**, Utah State University, "Health Benefits of Infant Massage for Infants in Indian Orphanages," $19,997; **Sharon Kilbreath**, University of Sydney, "The Effects of Massage Therapy in Women with Mild Lymphedema," $20,000; **Diane Sliz**, Carleton University, "Neural Correlates of Massage Therapy," $20,000, *pending IRB approval.*

Community Service Grants

Mary Fabri, Heartland Alliance for Human Needs and Human Rights, "Massage Therapy for Torture Survivors," $4,620; **Kathryn Greschner**, Cornerstone Ministries, Inc., "Ventures in Therapeutic Massage for Developmentally Disabled Adults," $4,890, *sponsored in part by a grant to the foundation from BIOTONE;* **Cynthia Price**, Alternative Healthcare Access Campaign, "Bodywork for the Homeless," $5,000; **Leah Prussia**, White Earth Land Recovery Project, "Mino-Ayaan: Be Well Community Health Project," $5,000; **Ann Charles-Craft**, Virginia Commonwealth University, "Massage Therapy for Post-Operative Gynecology and Gynecology-Oncology Patients," $5,000, *sponsored in part by a grant to the foundation from BIOTONE.*

Research News

New Resources on Massage Research

Massage Therapy Practice Magazine is an open-access online multimedia massage resource. It explores the massage therapy knowledge base for students, teachers, practitioners and researchers, with a strong focus on research issues, contraindications, limitations to treatment and clinical reasoning, and also provides links to case reports. Visit Massage Therapy Practice Magazine at www.massagetherapypractice.com.

Canadian Massage Therapy Research Network (CMTRN) Website Launch The CMTRN is a committee of the Canadian Massage Therapist Alliance. Their new website serves their mission to promote public health and wellness through the establishment of a national network to share research outcomes and encourage research initiatives on the efficacy, safety and cost effectiveness of massage therapy within the Canadian health care system. Visit their website at www.cmtrn.ca.

www.worldmassageforum.com is a global virtual community for touch professionals. It's owned and operated by ProToucher International AB, headquartered in Sweden, with the vision of opening up a global marketplace to spread the benefits of massage and touch all around the world.

Build Your Career with CE

Continuing education (CE) is an important part of your massage therapy career, whether it's to maintain your licensure, certification, AMTA Professional membership or simply to improve your practical skills. You can find CE courses easily in the Continuing Education section of AMTA's website at www.amtamassage.org/cont_edu.html.

This section offers you a variety of ways to continue your education in one convenient place, where you can:

- Register for the AMTA National Convention or individual CE courses being offered throughout the year.
- Take an online CE course.
- View or add CE events through the Learn 'n Earn Calendar.
- Check on the most up-to-date state CE requirements.
- Choose from books or DVD home-study courses offered through the AMTA Shopping Mall.
- Take a look at the latest professional development tips, which are quick reads on topics to help you build your career.

You can also easily view your CE profile or add new CE hours when you log in to the Members Section of the website at **www.amtamassage.org/member.**

Be sure to come back to the website often, because we'll be adding more new features and products soon!

AMTA National Convention

Here are some images from AMTA's National Convention in Cincinnati, September 26–29, 2007. Look for full coverage in *Hands On* JAN • FEB 2008.

clockwise from right:
The Exhibits Marketplace offered a large assortment of products and services, including this AOBT booth. • "Creating Connections" was the theme for convention, and letter cards were provided so attendees could network new groups of friends to help them spell it out. • At the opening reception, Jennifer Polley (ME) found a Santa hat helped new friends find her—and brought smiles to many faces. • Joan Vickers (KT) won a year's free AMTA membership and a polo shirt in one of AMTA's daily prize drawings. • Colorful and fun exercises kept attendees engaged while they earned continuing education credits.

PHOTOGRAPHY @ ROBB D. COHEN/ ROBBSPHOTOS.COM.

More Rely on Massage

More Americans than ever had a massage in the past year–24 percent of the adult population, according to AMTA's 11th annual *Massage Therapy Consumer Survey.*

It's clear that massage has become commonplace for many people. Since 2002, massage use has averaged nearly 21 percent of the adult population in each year's survey.

Massage is also becoming more widely used across the country. Over the past 11 years, AMTA's surveys have shown geographic use of massage leveling out, with very little difference from one region to another.

All of this is great news about public recognition of the benefits of massage. Part of AMTA's vision for the future is that the public will view professional massage as an important part of wellness, and will receive massage on a regular basis. Survey results from year to year seem to show this public view is growing, which could mean a brighter future for massage therapists as consumers come to rely on them and their professional skills.

Some notable survey results include:

- Women reported the highest use of massage–30 percent. In the past five years, 43 percent of women had at least one massage, versus 34 percent of the overall population.

- More people get massage therapy for medical reasons–30 percent–than for relaxation–22 percent. People aged 45 to 60 are more likely than younger adults to seek massage for medical reasons, such as injury recovery, pain relief and management, or headache control.

- Almost one-third of Americans who have had a massage say they've gotten it at least once for pain relief–almost the same percentage who have turned to chiropractic (38 percent) and physical therapy (44 percent).

- People with incomes between $50,000 and $75,000 had massage more often than people making less than $50,000. Those with higher incomes were also more likely to have massage for medical reasons.

This year's survey shows the typical massage consumer is female, college educated, aged 18 to 44, living in a metropolitan area, with a household income of more than $75,000 per year. You can find more survey results in the Newsroom on the AMTA website at **www.amtamassage.org/news_editors.html.**

Anniversary Pins Mail

In August, 10-, 15- and 20-year pins were sent to all AMTA members who are celebrating those anniversaries with us. If you're one of them and have not received your pin, please contact Melissa Spani, governance and volunteer development assistant, toll-free at 877-905-2700, ext. 189, or by e-mail to **mspani@amtamassage.org.**

Congratulations to all of you who have been steadfast members of the AMTA community.

CIRCULATION REPORT

Statement of Ownership, Management, and Circulation
(Required by 39 U.S.C. 3685)

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Issue date for circulation data: *Sep/Oct 2007*

	Average no. copies each issue during preceding 12 months	*No. copies of single issue published nearest to filing date*
Total no. of copies	*56,205*	*53,000*
Paid circulation	*54,338*	*51,379*
Total paid distribution	*54,338*	*51,379*
Free distribution by mail	*0*	*0*
Free distribution not by mail	*0*	*0*
Total free distribution	*0*	*0*
Total distribution	*54,338*	*51,379*
Copies not distributed	*1,867*	*1,621*
TOTAL	*56,205*	*53,000*
Percent paid circulation	*100%*	*100%*

Publication of this statement is required. It will be printed in the Nov/Dec 2007 issue of this publication.

I certify that all information furnished on this form is true and complete. I understand that anyone who furnishes false or misleading information on this form or who omits material or information requested on the form may be subject to criminal sanctions (including fines and imprisonment) and/or civil sanctions (including civil penalties).
Jane Seiberling, Editor

Calendar **2008**

January 24–26
AMTA Council of Schools Leadership Conference and Annual Meeting
Savannah, Georgia
Contact: 877-905-2700, ext. 143
hstearns@amtamassage.org

March 8
AMTA Board of Directors Meeting
Chicago, Illinois
Contact: 877-905-2700, ext. 157
gmitchell@amtamassage.org

June 7
AMTA Board of Directors Meeting
Louisville, Kentucky
Contact: 877-905-2700, ext. 157
gmitchell@amtamassage.org

July 10–13
Chapter Volunteer Orientation Program
Evanston, Illinois
Contact: 877-905-2700, ext. 115
mlove@amtamassage.org

September 16
AMTA Board of Directors Meeting
Phoenix, Arizona
Contact: 877-905-2700, ext. 157
gmitchell@amtamassage.org

September 17–20
AMTA National Convention
Phoenix, Arizona
Contact: 877-905-2700, ext. 143
hstearns@amtamassage.org

October 19–25
National Massage Therapy Awareness Week
Contact: 877-905-2700, ext. 133
kkarapetian@amtamassage.org

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Upcoming Deadlines
December 7, 2007—Mar/Apr 2008
February 7, 2007—May/Jun 2008

Hands On welcomes contributions from AMTA members. All submissions must include contact information, and may be edited for space and clarity. *Hands On* does not accept advertisements.
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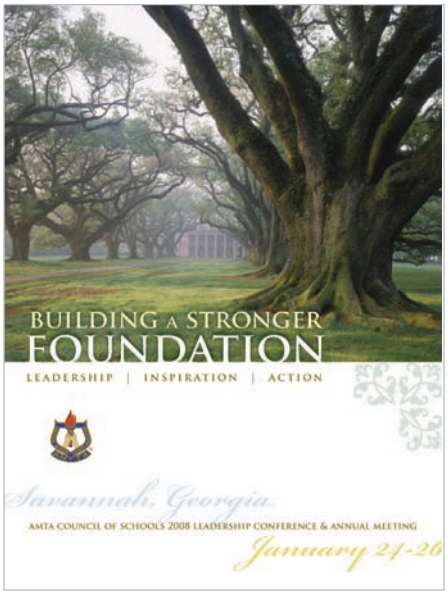
Council of Schools News

AMTA's Council of Schools (COS) is a network of massage school administrators, owners and directors who share ideas and work to advance the massage therapy profession. Below are some highlights of what COS is up to lately.



Accreditation Advocacy Committee

This new COS committee will work to educate AMTA School members about the value of accreditation.

COS Annual Plan and the AMTA Board

During the AMTA Board of Directors' July 2007 conference call, the board voted to explore whether the COS President should be an AMTA board member. The AMTA board charged the Governance Committee to investigate this option and report back to the board by October 2009. On that same July call, the board also approved an ongoing charge for the COS to develop an annual plan that will outline their role in supporting AMTA's strategic plan.

Academic Consortium for Complementary and Alternative Health Care

The COS is a member of the Academic Consortium for Complementary and Alternative Health Care (ACCAHC), which was formed to advance the academic needs of complementary and alternative medicine (CAM) professions. ACCAHC also works to foster collaboration with academic institutions of the conventional medical, nursing and community health professions. The COS is working with the ACCAHC on a book that will provide an overview of the CAM disciplines. They've also been exploring ways to resolve scope-of-practice disagreements.

COS Leadership Conference

The COS will hold its annual Leadership Conference in Savannah, Georgia, on January 24–26, 2008. Plans are underway for this *must-attend* event for school owners and administrators. To find out more contact Heather Stearns, **hstearns@amtamassage.org**, or toll-free 877-905-2700, ext. 143.

For more information on COS, visit **www.amtamassage.org/membership/cosintro.html.**

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